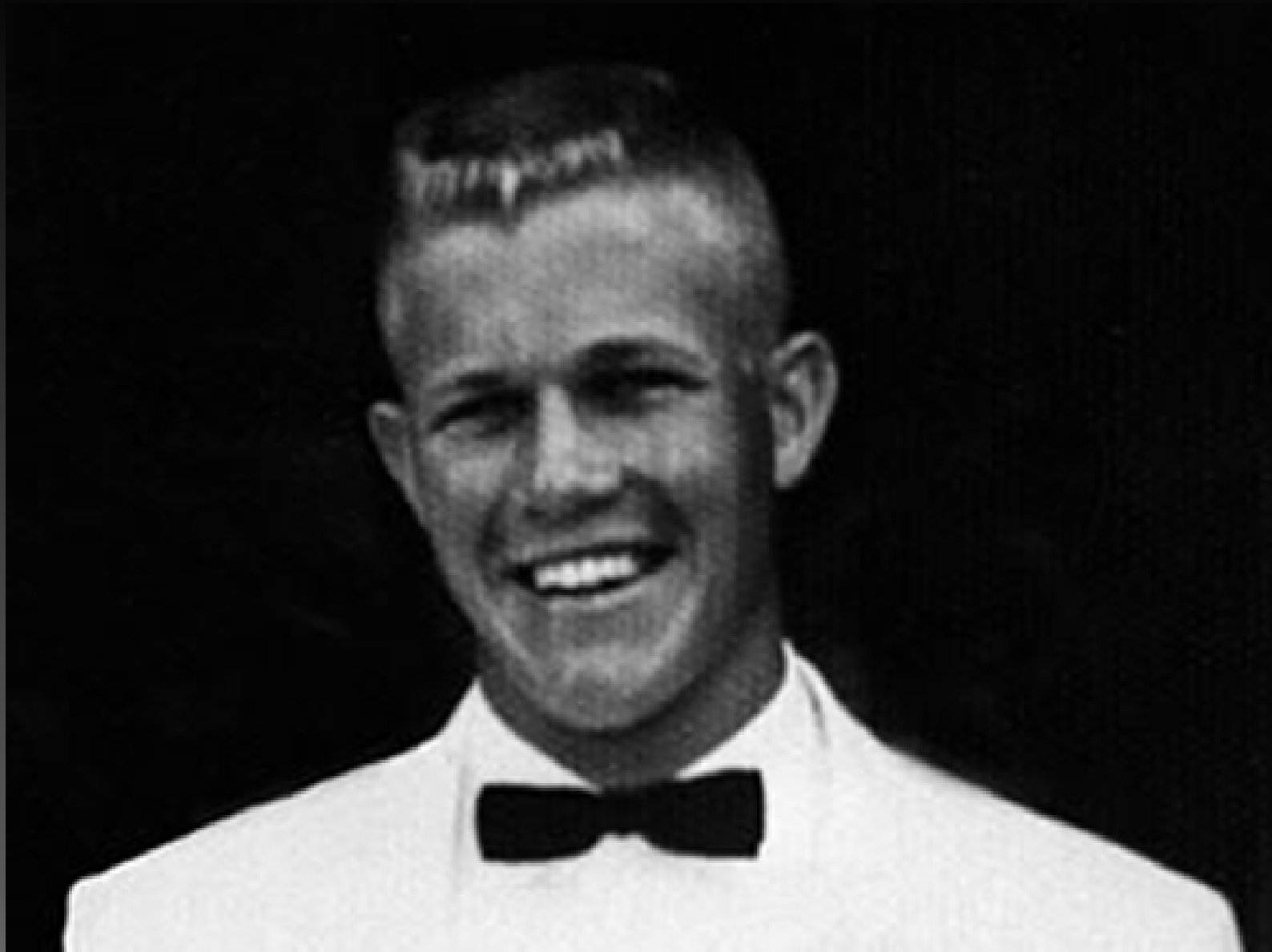


놀이의 진화

서울예술대학 디지털아트과 교수 김대홍



Charles Whitman (1941~1966)

Play





Why Play?

놀이의 유익성

미래에 필요한 기술을 연습하는 것이 때문

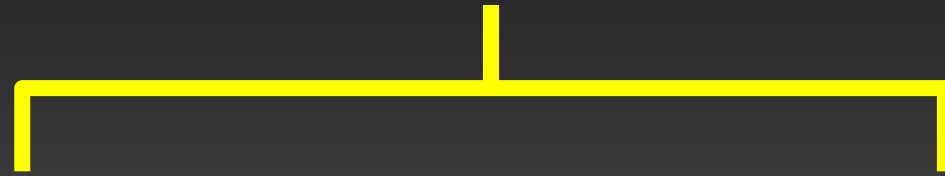
(삶의 도전과 모호함에 대한 예행연습,

생사가 걸려 있지 않은 리허설)

Why Play?

- 물리적, 감성적, 정신적 신장
- 지적, 교육적 개발
- 사회적 행동 기술 발달

Play



Free-Play

Goal-Play



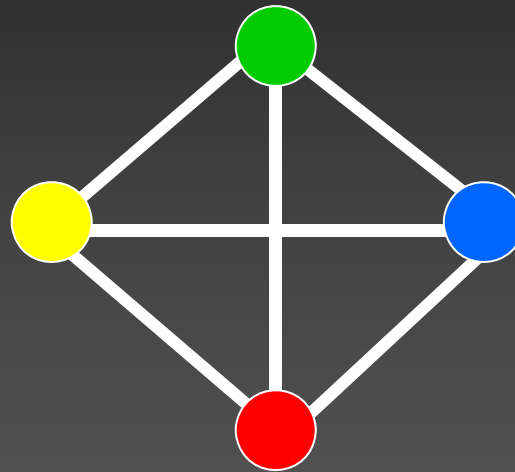
Game

게임의 4요소

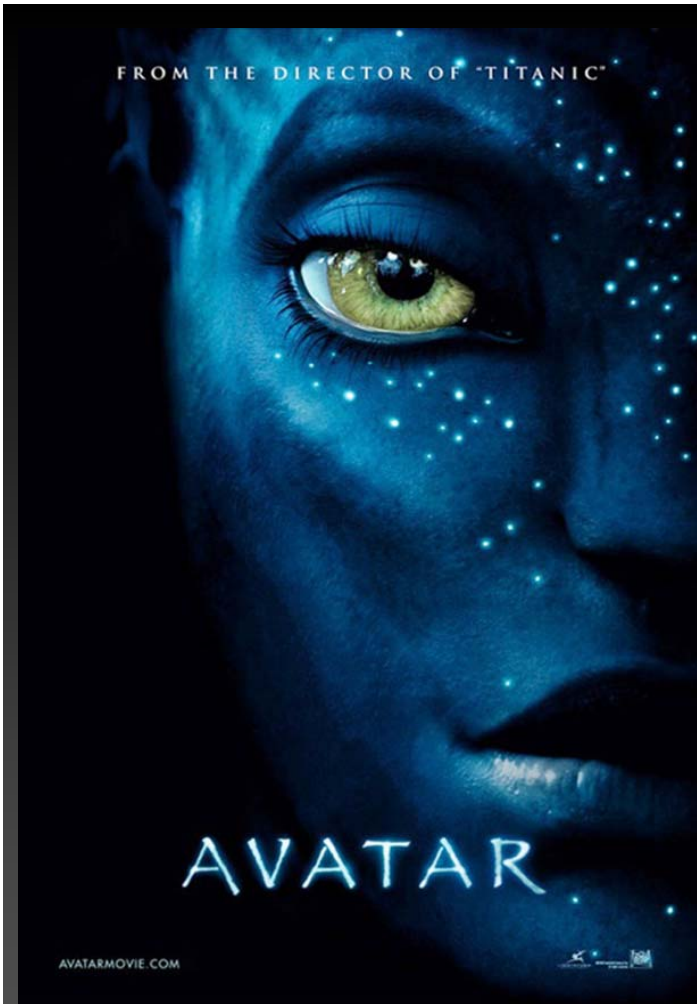
미학
(aesthetics)

구조
(mechanics)

스토리
(story)



테크놀로지
(technology)



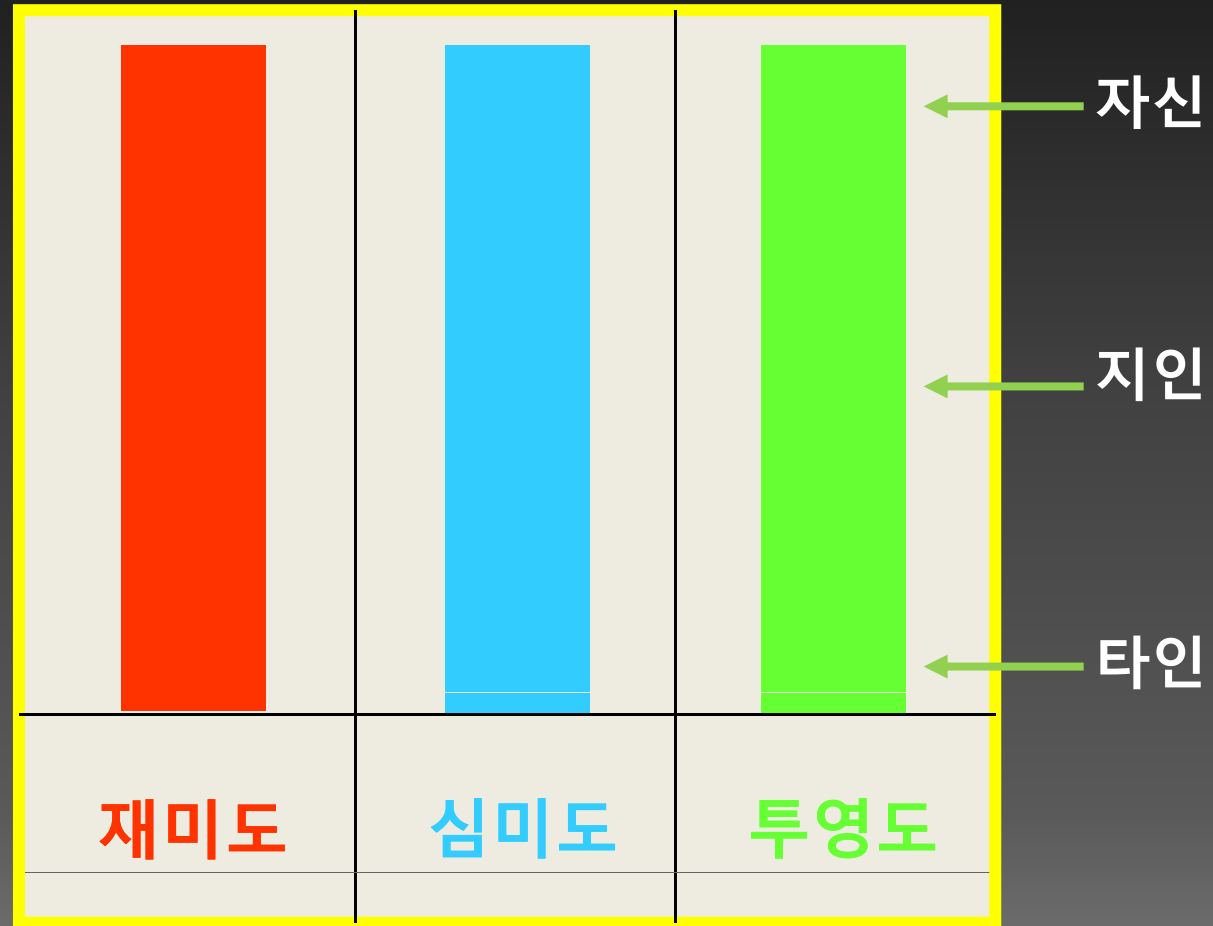


몰입과 집중은

관심과 흥미에 의해 유발 및 유지

최고의 경험~!

흥미도



투영도



Interaction
(상호작용성)

관심/흥미



동기유발



몰입/집중



재미+보상



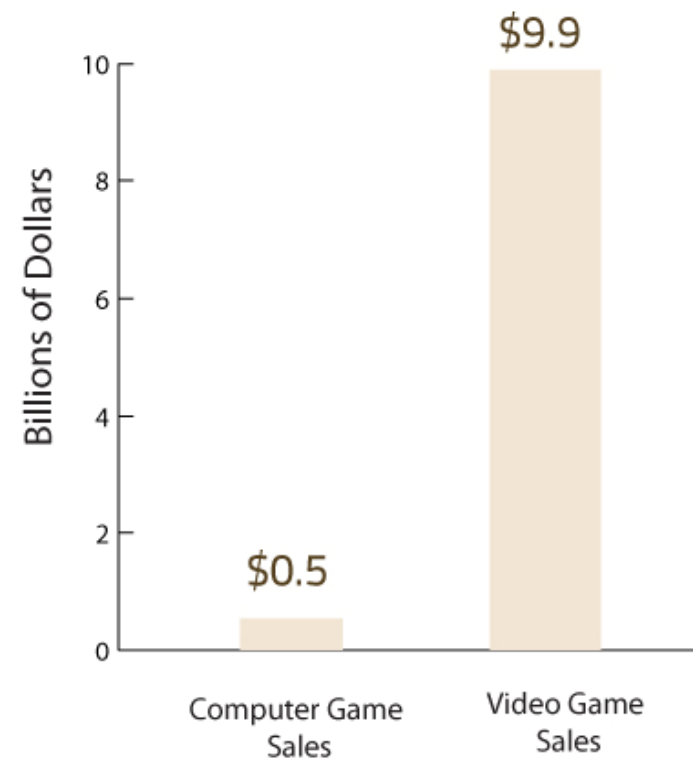




The Industry

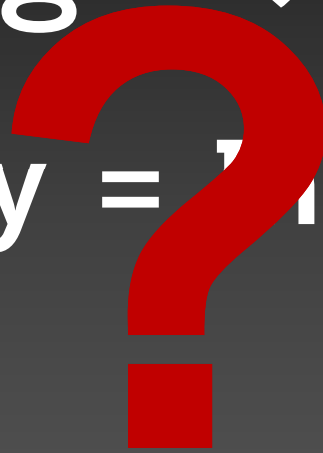
According to data compiled by the NPD Group, a global market research company, and released by the Entertainment Software Association, the computer and video game industry sold 273 million units in 2009 leading to an astounding³

\$10.5
billion in revenue



상호작용 = 자유 의지

(Interactivity = Indeterminism)







게임개발자 VS 플레이어

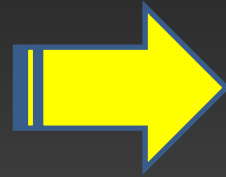


Interaction Design

Indirect Control

(간접적 컨트롤)

Empathy



**Indirect
Control**

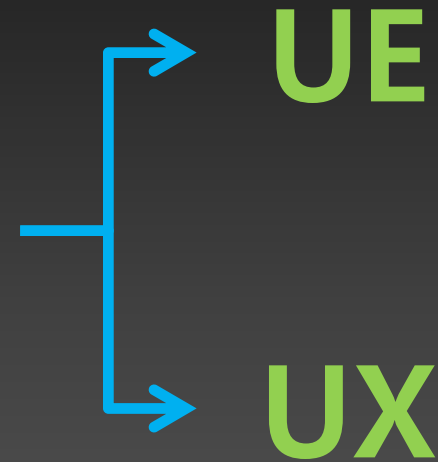
Fun



**Interactive
Indirect Control**



Rewards



UE

UX

Text Rain

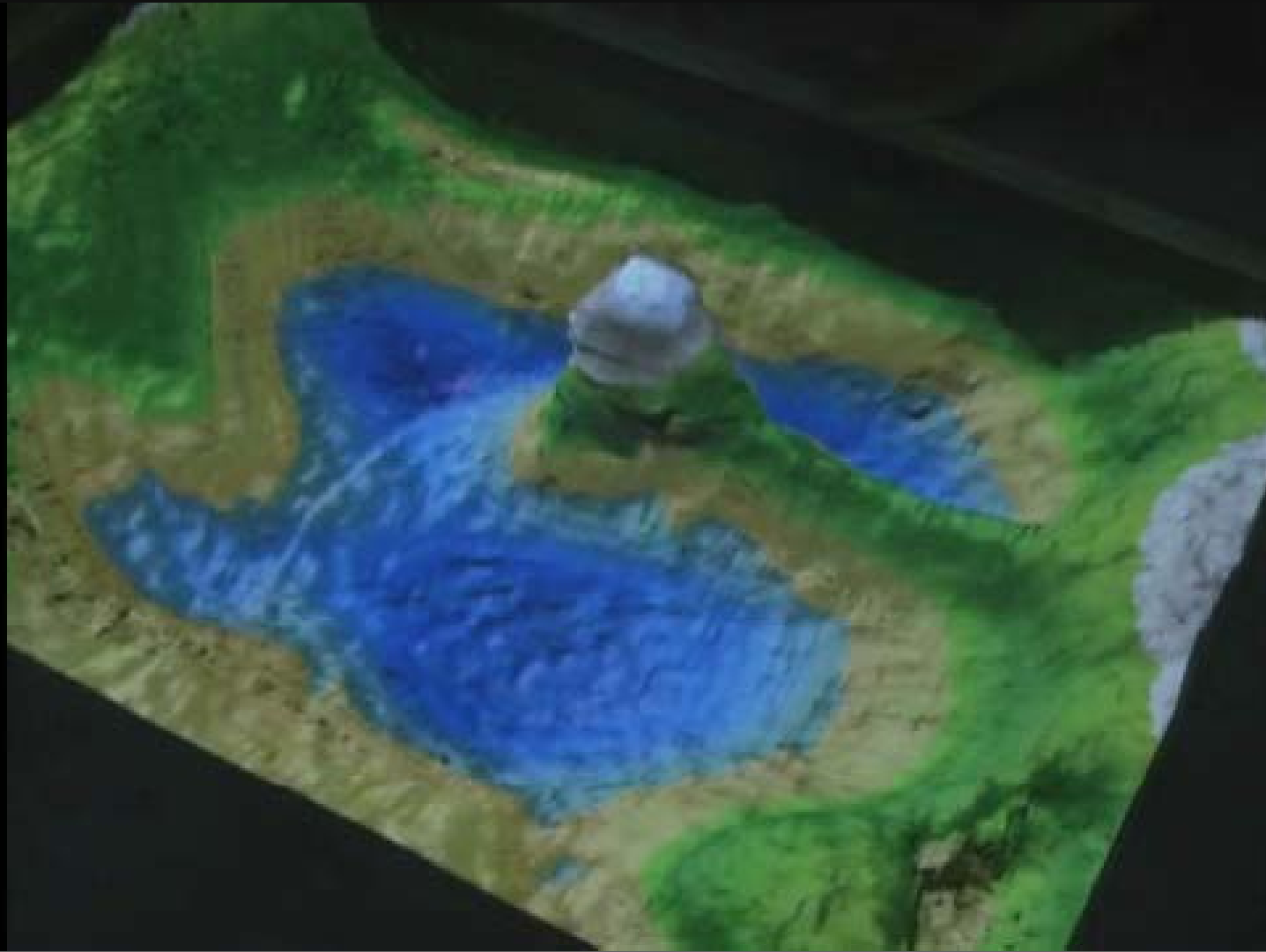
Camille Utterback and Romy Achituv

1999





Synthetic Performance



13TH STREET

Last call

THE FIRST INTERACTIVE HORROR FILM IN CINEMAS

THE OBJECTIVE

To terrify the viewers like never before.

THE SOLUTION

The first-ever interactive horror film in cinemas.

Using mobile phone-based voice recognition and specially developed software, viewers can carry out a real conversation with the main character for the first time ever, and help her escape the asylum.

HOW IT WORKS



A leaflet instructs the cinema audience to text ...



... their mobile numbers to a designated phone number.



Specially developed software selects one of these numbers at random.



On the screen, a woman is being chased by a murderer. She calls the chosen number...



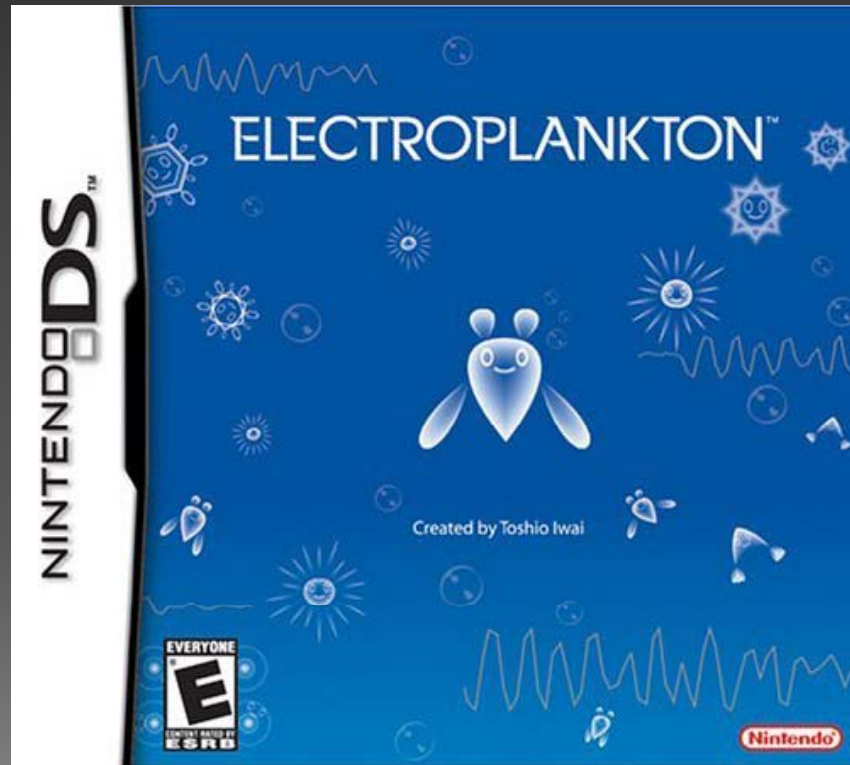
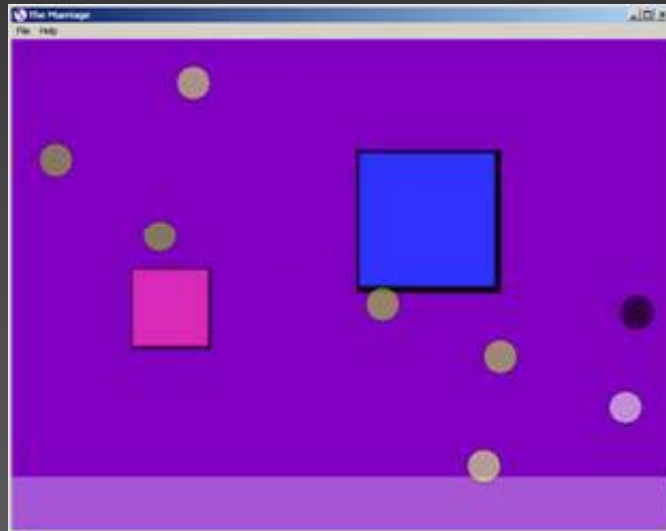
... and the audience helps her devise a plan to escape.

Passage



DON'T LOOK BACK

START NEW GAME
GET OFFLINE VERSION
VISIT DEVELOPER'S SITE





Grace, are you angry at Trip?

Gamification

비게임 서비스와 어플리케이션에서
사용자 경험과 사용자의 참여를 개선하기 위해
게임적인 요소를 사용하는 것



놀이와 같은 행동과 사고방식 유발

모을수록 커지는 **옥션 포인트혜택**

1 옥션 포인트란?



고객님께서 옥션에서 상품 구매, 이벤트 참여 등 여러 가지 활동을 통해 포인트를 적립해서 쿠폰교환/배송비결제/이머니환전, 지하철/외식권/편의점/영화 등 옥션이 준비한 다양한 혜택을 누릴 수 있는 제도입니다.

2 포인트 고수의 적립노하우 대공개 **포인트 모으기**는 이렇게!

매일매일 모으는 재미가 솔솔~ **매일 참여 포인트**

1 옥션회원 100%증정
매일매일 2,500P도전

2 모바일 옥션
출석 포인트

구매하면 쏟아지는 포인트의 향연 **구매 포인트**

1 전화원, 전상품 100%
바로옥션 구매포인트

2 의류/패션/뷰티
최대 5,000P 추가 적립

3 유아/식품/생활
최대 10,000 추가 적립

4 VIP 회원이시면
최대 2,500P 추가 적립

5 포토상품평 혜택
일차게 작성하고 200P 받기

6 스포츠/자동차/골
액션클럽 구매혜택



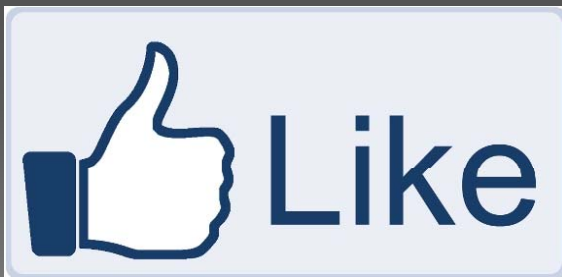
Badges have personality, attitude, humour

foursquare Find places, people, tags SEARCH

ME HISTORY STATS FRIENDS Currently in Naples, FL

Overshare
10+ checkins in 12 hours! Next up: tweeting that you unlocked this Overshare badge?

Unlocked by **Naveen** on Wed Mar 18, 2009 at 12:38 AM.



Wrap up

NINTENDO DS



What makes Play to change?

What's Next?

